

# Christmas Campaign

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October – December 2026

Digital platforms:

Digital Guide

Email

Social

[VisitLancashire.com](https://www.visitlancashire.com)



# Christmas Campaign

The popular Visit Lancashire Christmas Campaign is back for 2026.

Christmas is on visitors minds earlier and earlier each year, this is why our campaign launches in October, with a soft launch of website content and Christmas pages, followed by a digital guide in November and a ramp up of activity and finishing with our Advent Calendar in December for those who want to be involved.

This campaign is perfect for those looking to promote their Christmas activities, attractions and food and drink, as well as short breaks and overnight stays. Where better to spend the festive season than Lancashire?

- Christmas campaign pages generated a combined exposure of **170,641** across views and impressions.
- Online digital guide received **4,244 views** and **27 downloads**.
- Newsletter stats – 6 dedicated Christmas newsletters, average **open rate of 29.5%** and an average **click through rate of 2.5%**
- Promoted across all four of our social media platforms which throughout this campaign period received a total of **819,443 impressions**.



**October**  
Christmas pages go live on VisitLancashire.com  
Social media messaging begins

**November**  
Christmas guide launches  
Social media messaging cont.  
Festive newsletters begin  
Festive branding goes live on website  
Festive blogs begin to go live

**December**  
Social media messaging continues to increase  
Festive blogs

To book contact Ian on 07545 121 688 [ian@marketinglancashire.com](mailto:ian@marketinglancashire.com) (Deadline for booking 11<sup>th</sup> May 2026)

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**Targeting:** Families, friends and couples looking for gift ideas, things to do, places to stay and great food over the festive period.

**Ideal for:** Accommodation, attractions, experiences, food and drink, events.

Digital Guide activity package		Member rate
Premium*	<b>Full page advert/advertorial in digital guide</b> 2-week placement on the 'Don't Miss' feature Product placement on campaign page Inclusion on one e-newsletter Minimum two stories and two Facebook posts	£500 (+VAT)
Standard*	<b>Half page advert in digital guide</b> Product placement on campaign page Minimum two stories and two Facebook posts	£250 (+VAT)
Basic	Product placement on campaign page	£50 (+VAT)

\* Boost package available from £50 – sponsored social media post on Visit Lancashire Facebook and Instagram channels.

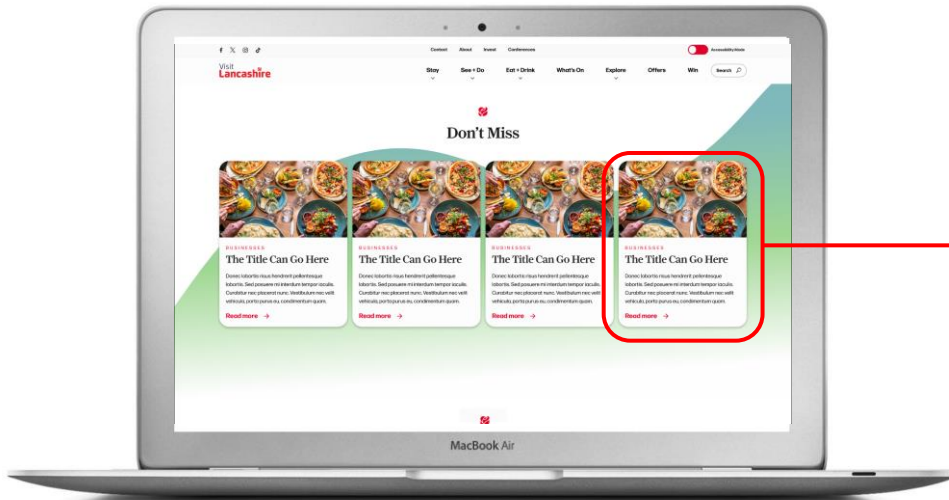


**Headline\* partner package**  
 We are also offering two partners the chance to headline the campaign for £750 (+VAT)

- Logo on contents page
- DPS advert/advertorial in digital guide
- Product placement on campaign page
- 4-week placement on the 'Don't Miss' feature
- Inclusion on one e-newsletter
- Minimum two stories and two Facebook posts
- Dedicated Reel on Instagram
- Blog feature

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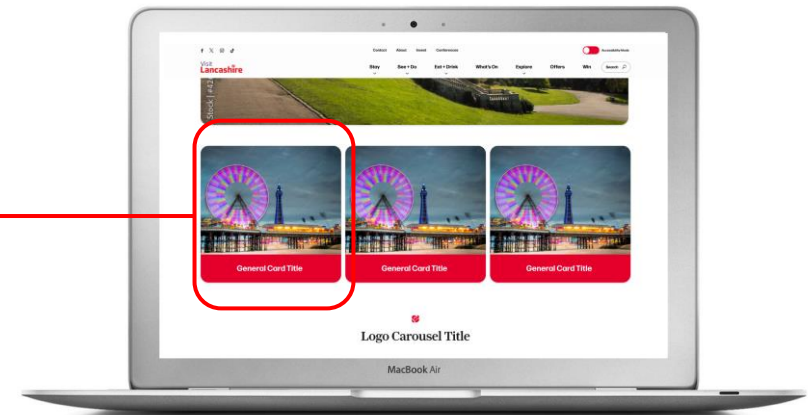
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Don't miss feature on key landing pages

New website design is subject to change.

Product displayed on campaign landing page



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